

WINSTON - WAVE 2 PDI WORKSHEET

			Region Budget		\$142,000	
Description	Pkg	Winston	# Skus	Cost Per	Total Cost	Rec % of Bud by Item
PRIORITY ITEMS						
Stick to Stick Change Mat	25	528140	140	70	\$9,800	.10
Stick to Stick Change Mat (Spanish)	25	528143	20	70	\$1,400	as needed
Winston Tower Semi-Perm.Ctr Display	1	527603	100	12	\$1,200	.05
Winston Pack Replica Counter Display	5	530135	150	11	\$1,650	.02
"No Bull" Floor Mat	10	527573	25	65	\$1,625	.07
Winston Ceiling Logo	1	532052	50	45	\$2,250	.11
"No Bull" Metal Sign	10	531815	767	40	\$30,680	.07
Winston 5x3 Attitude Banner - Period 1	10	528182	125	60	\$7,500	.05
Winston 5x3 Attitude Banner - Period 2	10	532112	125	60	\$7,500	.05
Winston 5x3 Stick to Stick Banner	10	528185	60	60	\$3,600	.05
Winston 5x3 Stick to Stick Banner (Spanish)	10	528194	20	60	\$1,200	as needed
Winston 9x3 Attitude Banner - Period 1	10	528173	50	90	\$4,500	.07
Winston 9x3 Attitude Banner - Period 2	10	532103	50	90	\$4,500	.07
Winston 9x3 Red,White,Red Banner (Spanish)	10	528191	10	90	\$900	as needed
Total					\$78,305	55%

71%

MISCELLANEOUS ITEMS						
Large Window/Wall Pricer (V)	10	528161	107	90	\$9,630	
Ground Mount Refurb Kit	1	528302	125	55	\$6,875	
Winston Floor Ashtray	1	532100		45	\$0	
Winston Window/Wall Crash Pack	1	528155		100	\$0	
Business Hours Decal	25	528212	100	125	\$12,500	
Business Hour Open/Closed Frame Sign	10	528152	40	105	\$4,200	
Push/Pull Decal	50	528215	101	23	\$2,323	
In-Out Decal	50	528221	7	23	\$161	
Door/Window Decal	25	528203	400	70	\$28,000	
Total					\$63,689	45%

29%

Total Budget Expense \$141,994

Remaining: \$6

Formulas have been entered in the above spreadsheet for your ease when ordering

Enter your region's budget amount to activate formulas.

The above percentages should be used as a guideline when calculating you region's order.

These percentages will vary depending on your specific needs.

Emphasis should be placed on the PRIORITY ITEMS.

4555 35815

WINSTON - Additional WAVE 2 PDI request.

To: Jim Perry
From: Mark Young

As we discussed, with coverage on over 17,000 retail calls by our sales/Territory reps the following **additional** WINSTON items are needed to accomplish the presence objective that the Winston Brand Group is shooting for.

This is needed quite simply, because we call on so many stores that are **all** independent.

Description	Pkg	Winston	Region Budget		Total Cost
			# Skus	Cost Per	
MISCELLANEOUS ITEMS					
Large Window/Wall Pricer (V)	10	528161	50	90	\$4,500
Ground Mount Refurb Kit	1	528302	50	55	\$2,750
Winston Floor Ashtray	1	532100		45	\$0
Winston Window/Wall Crash Pack	1	528155		100	\$0
Business Hours Decal	25	528212	125	125	\$15,625
Business Hour Open/Closed Frame Sign	10	528152	50	105	\$5,250
Push/Pull Decal	50	528215	125	23	\$2,875
In-Out Decal	50	528221		23	\$0
Door/Window Decal	25	528203	800	70	\$56,000
Total					\$87,000

5555 55815